

PATH A: SOURCE TO ARS

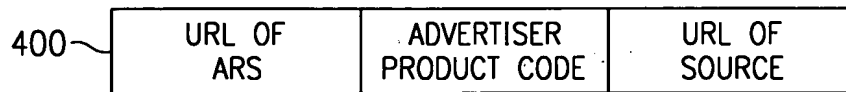


FIG. 4a

PATH B: ARS TO SOURCE

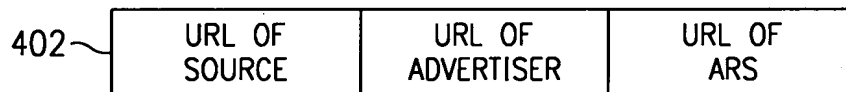


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

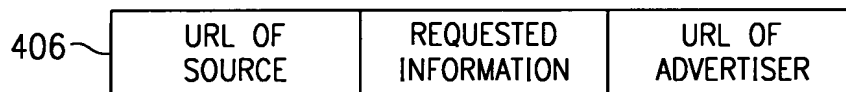


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

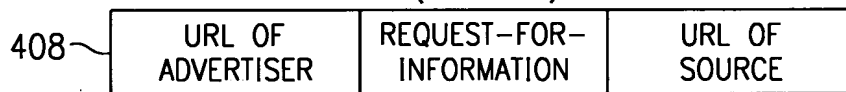


FIG. 4e

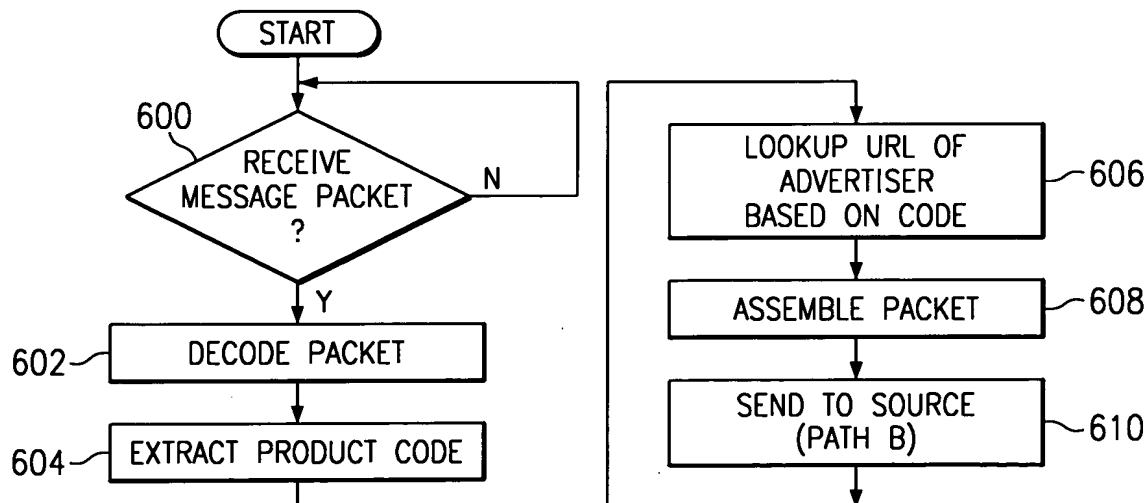


FIG. 6

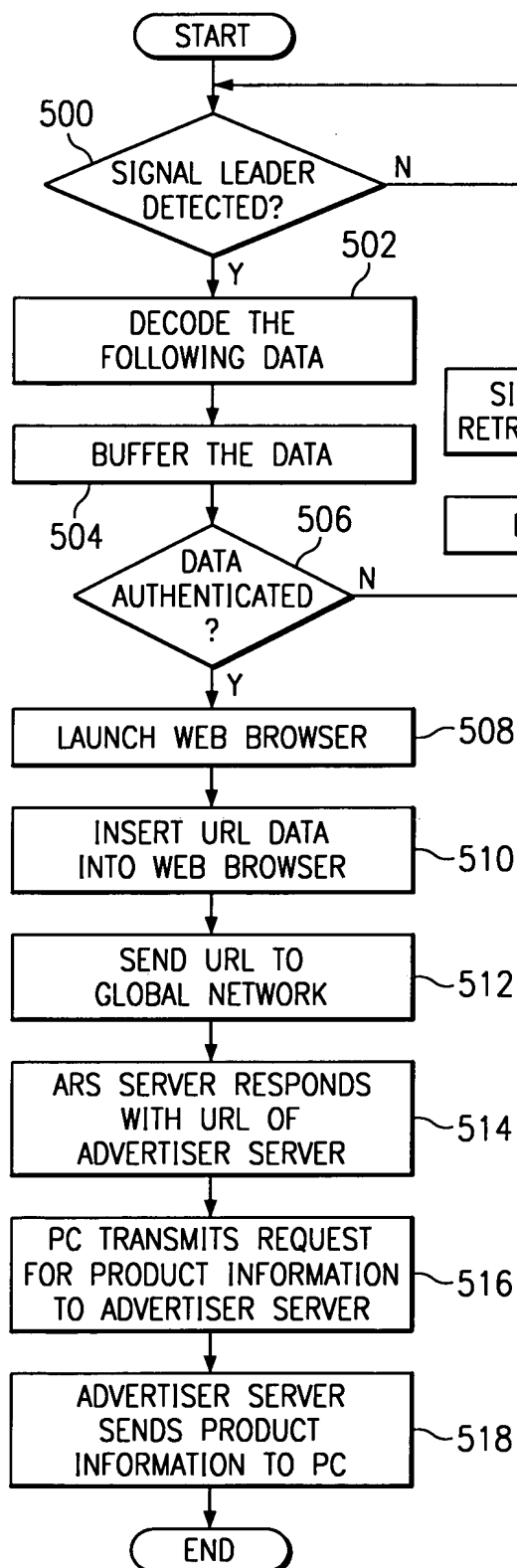


FIG. 5

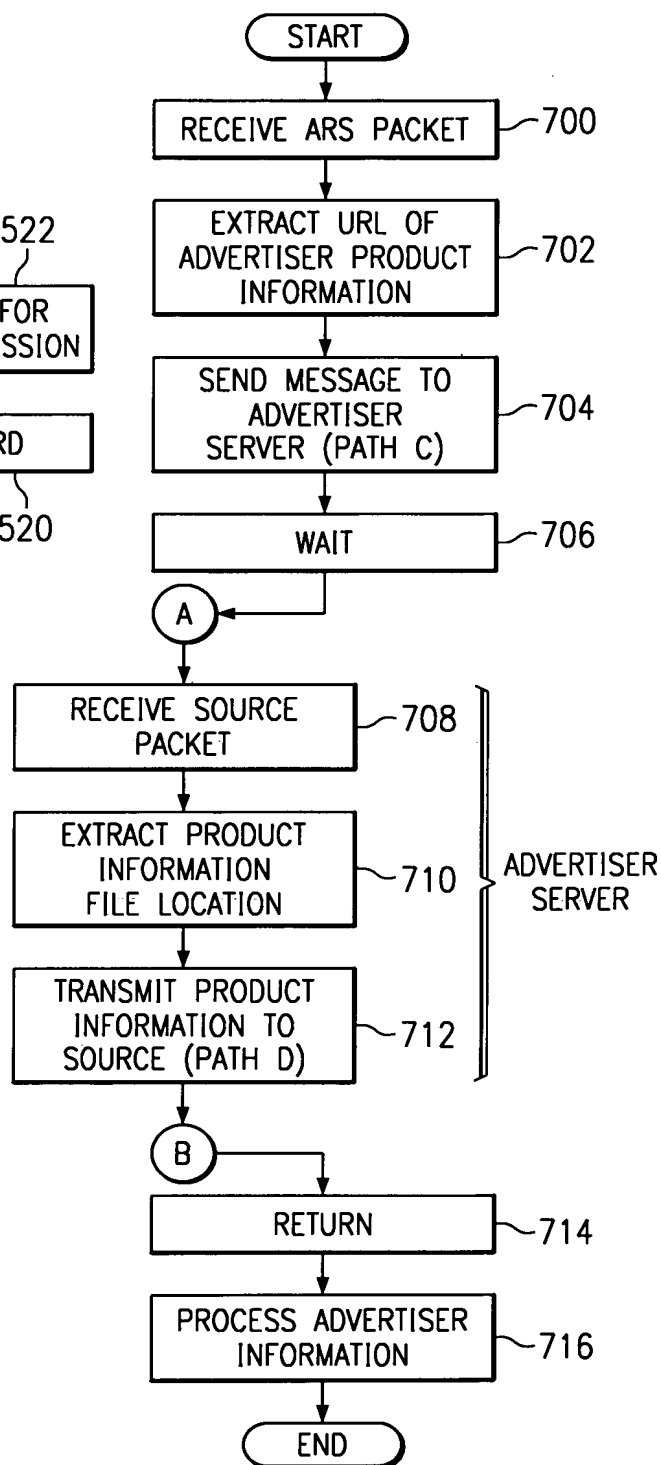


FIG. 7

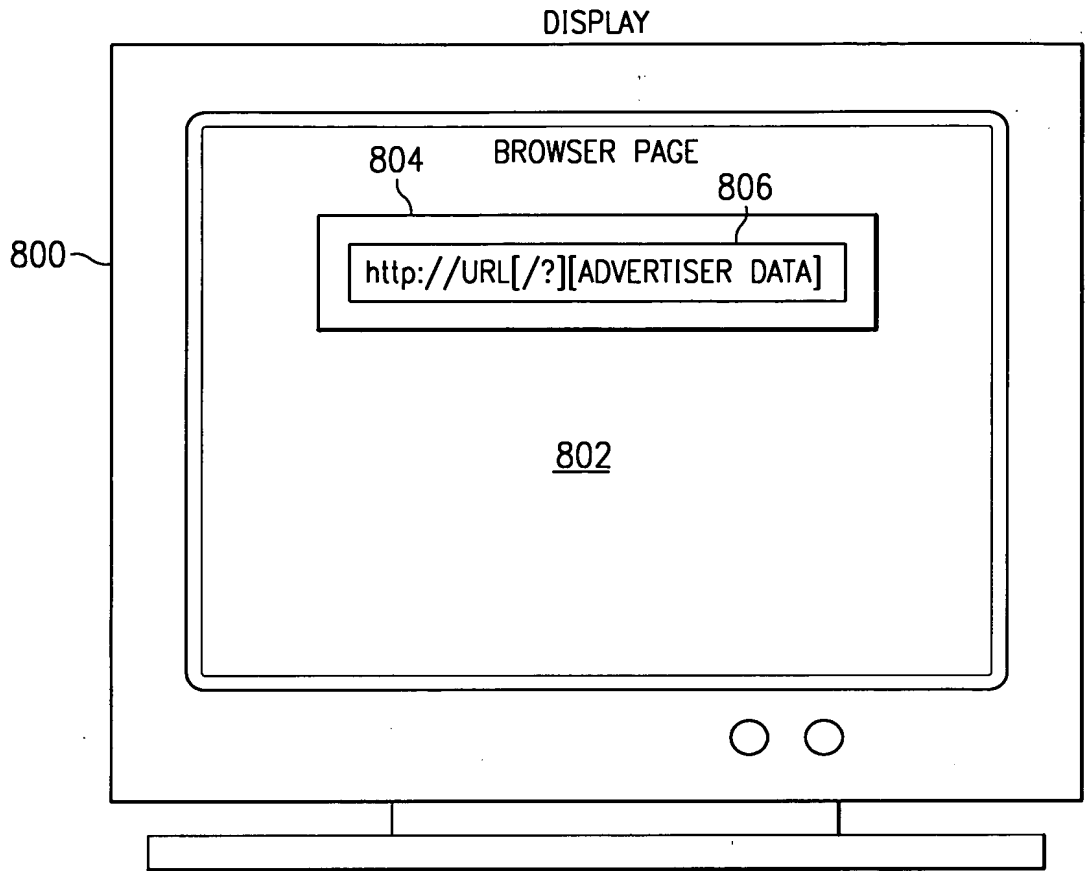


FIG. 8

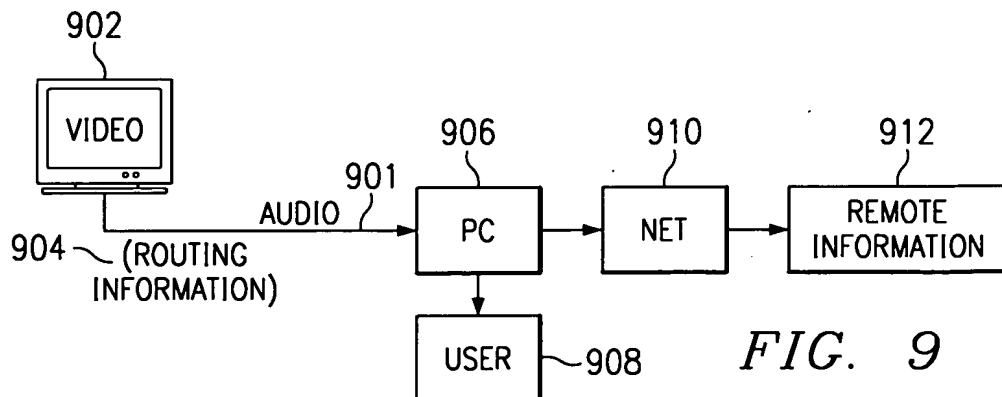
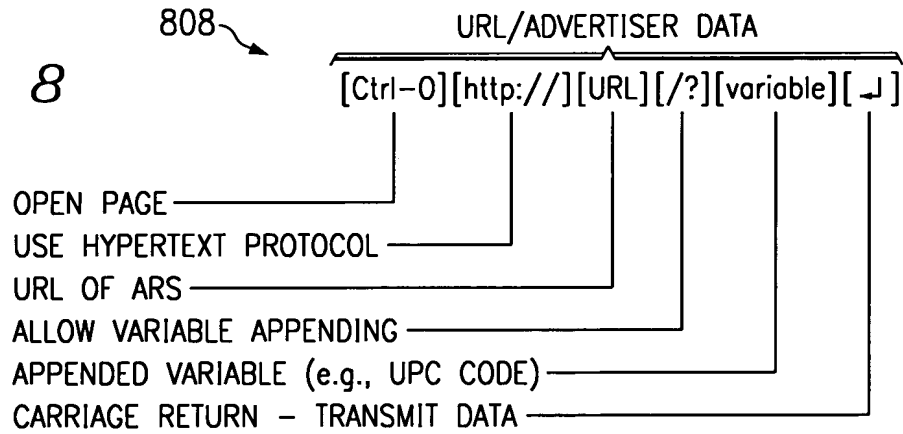
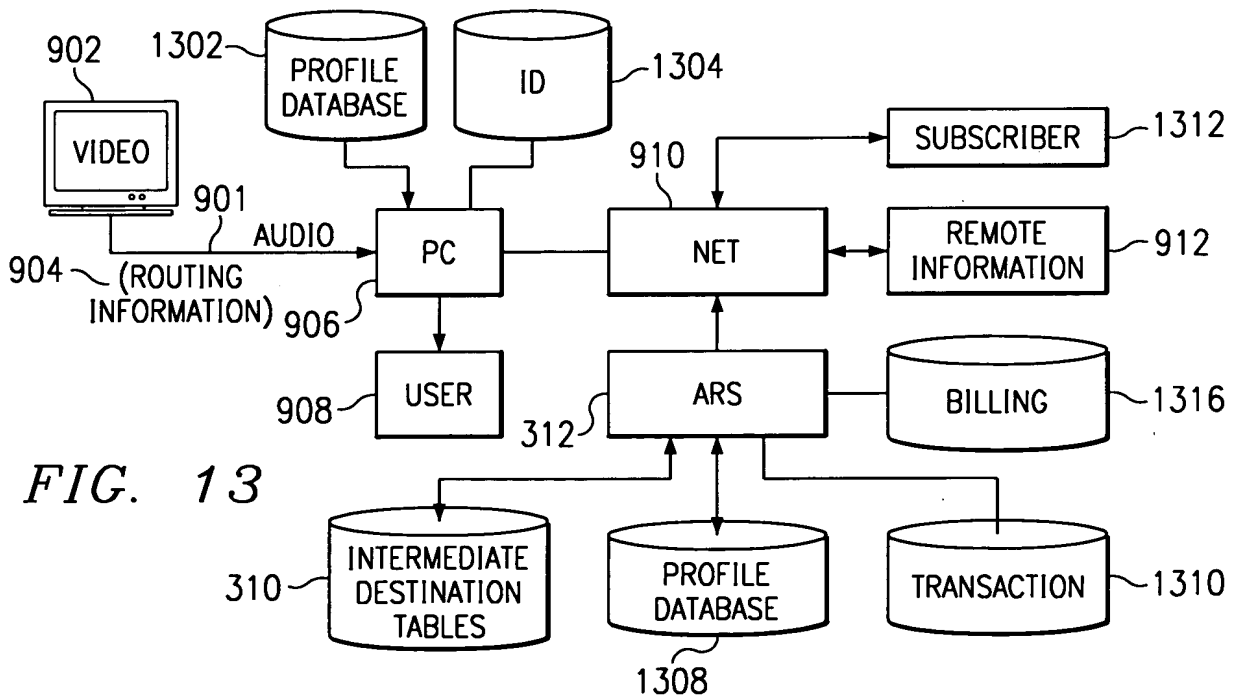
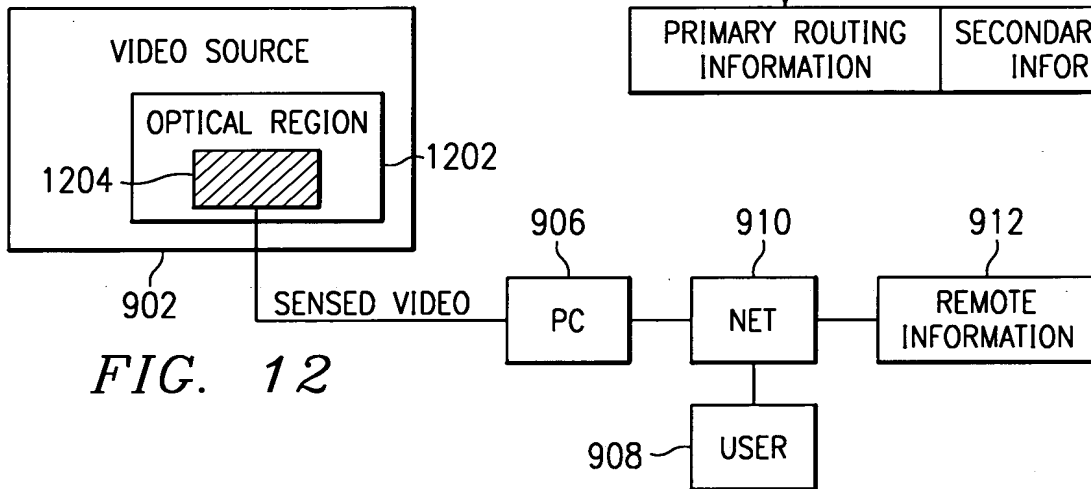
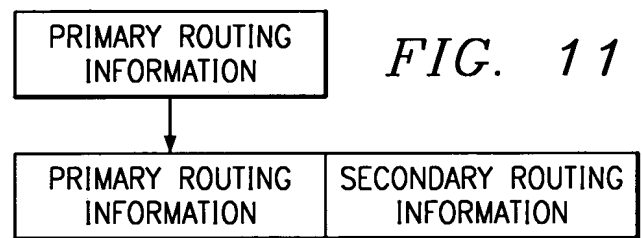
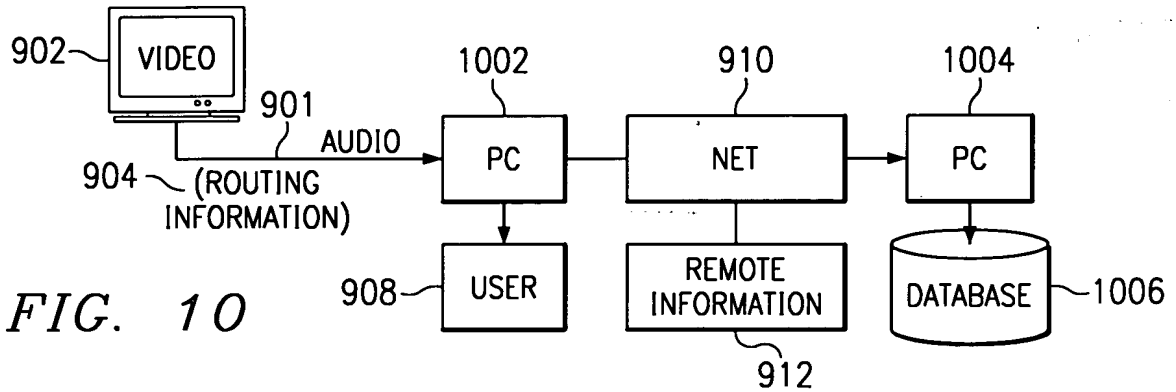


FIG. 9



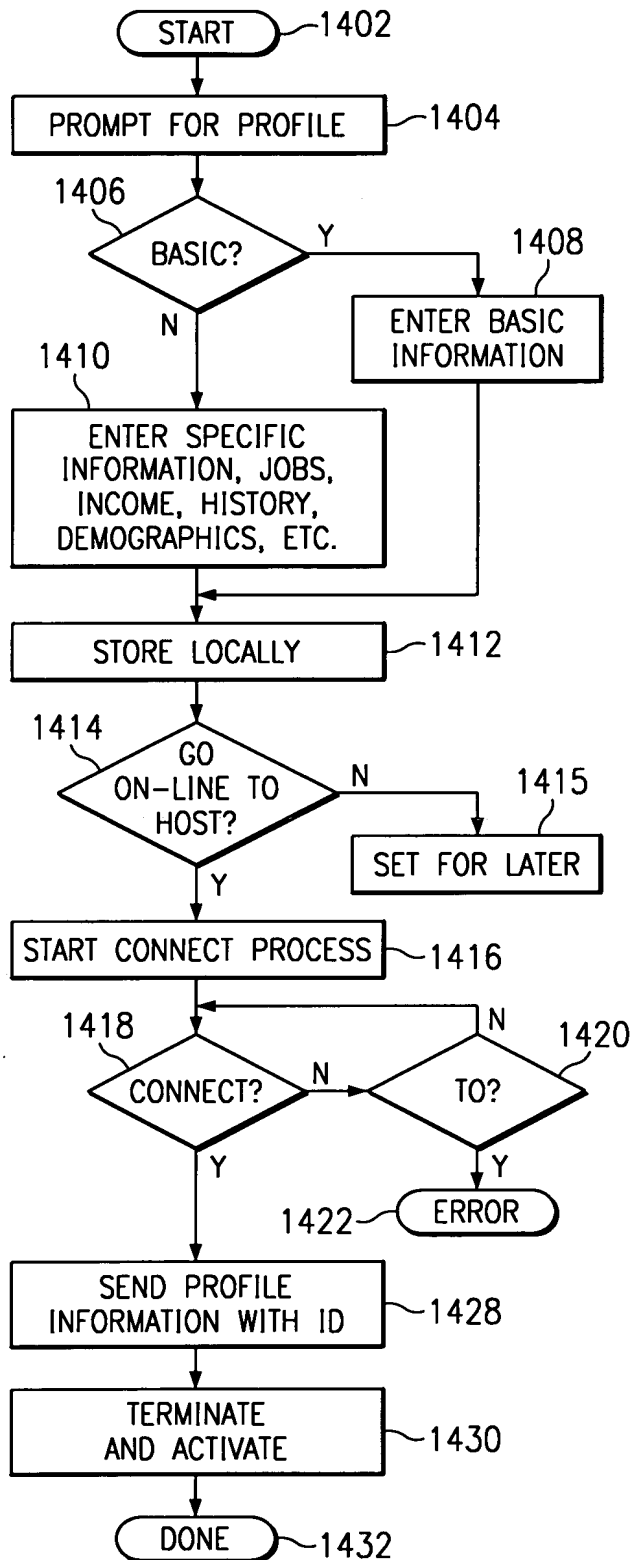


FIG. 14

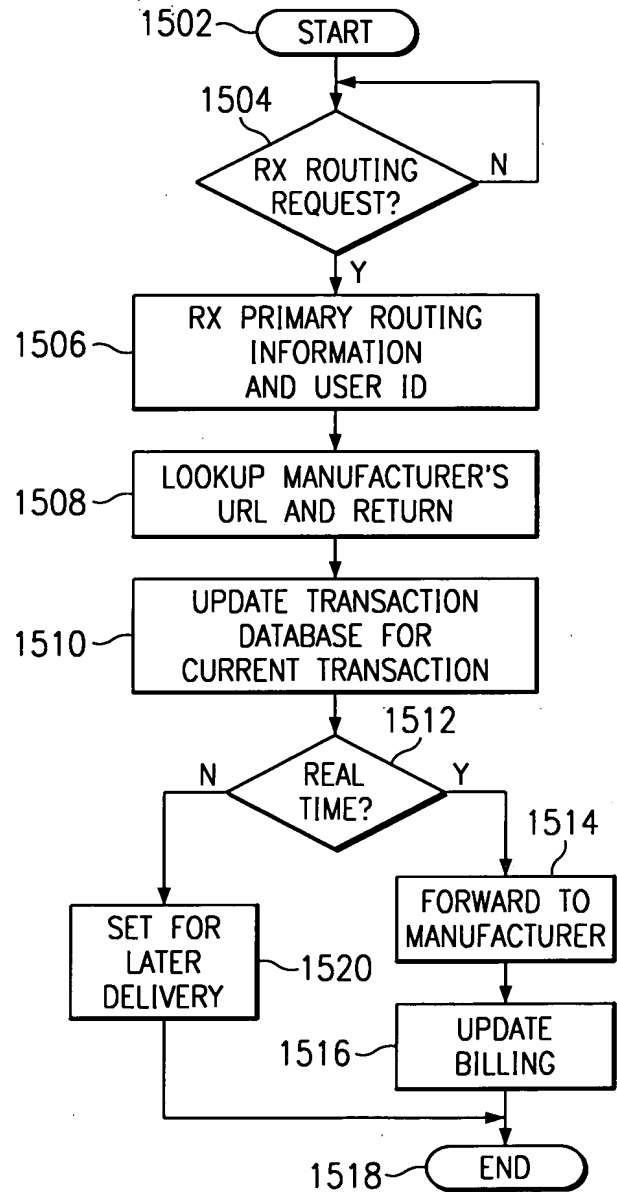


FIG. 15

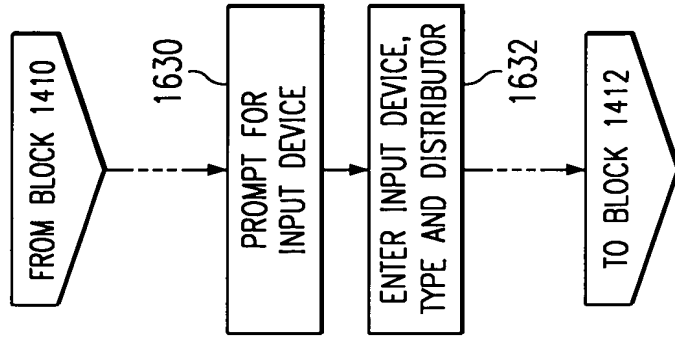


FIG. 16a

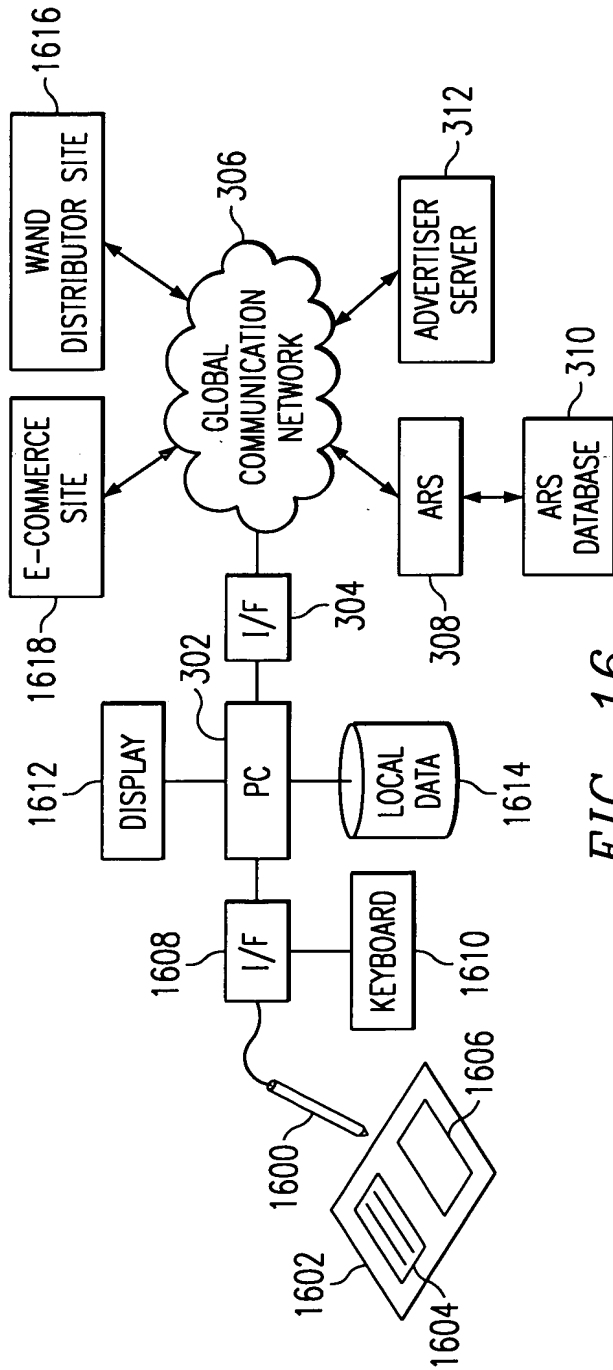


FIG. 16

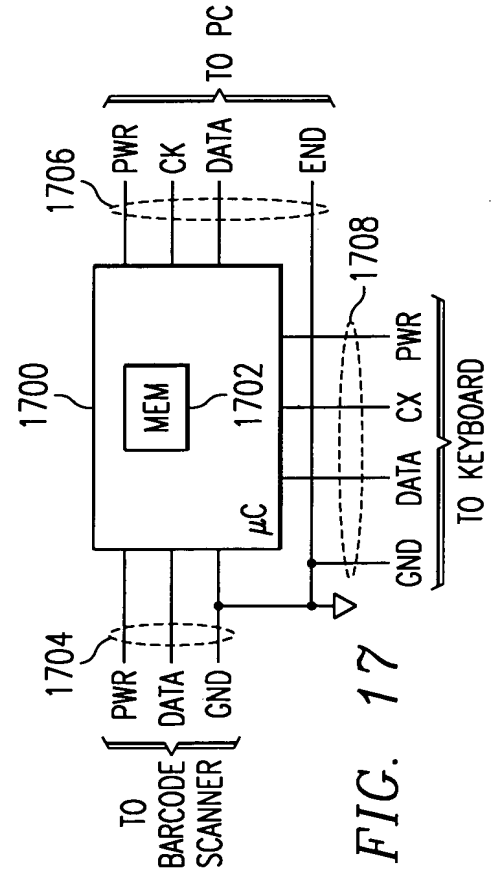


FIG. 17

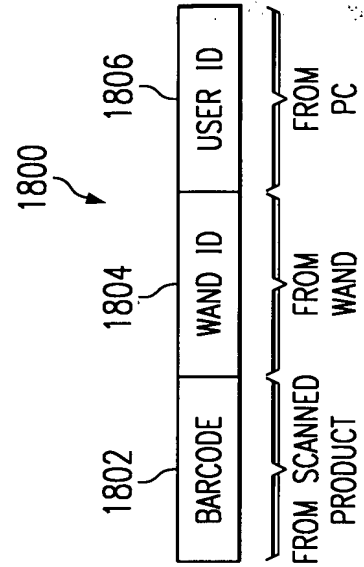
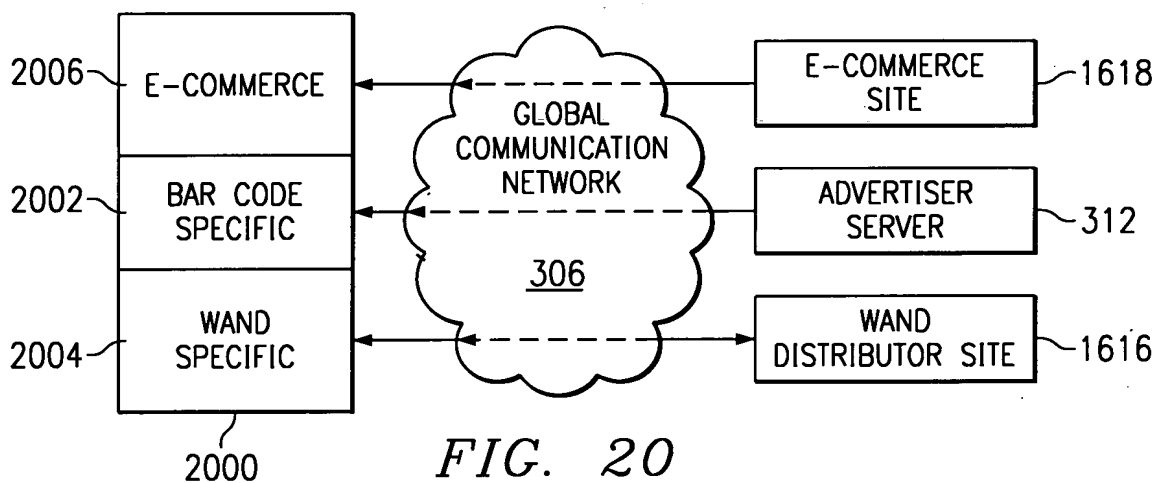
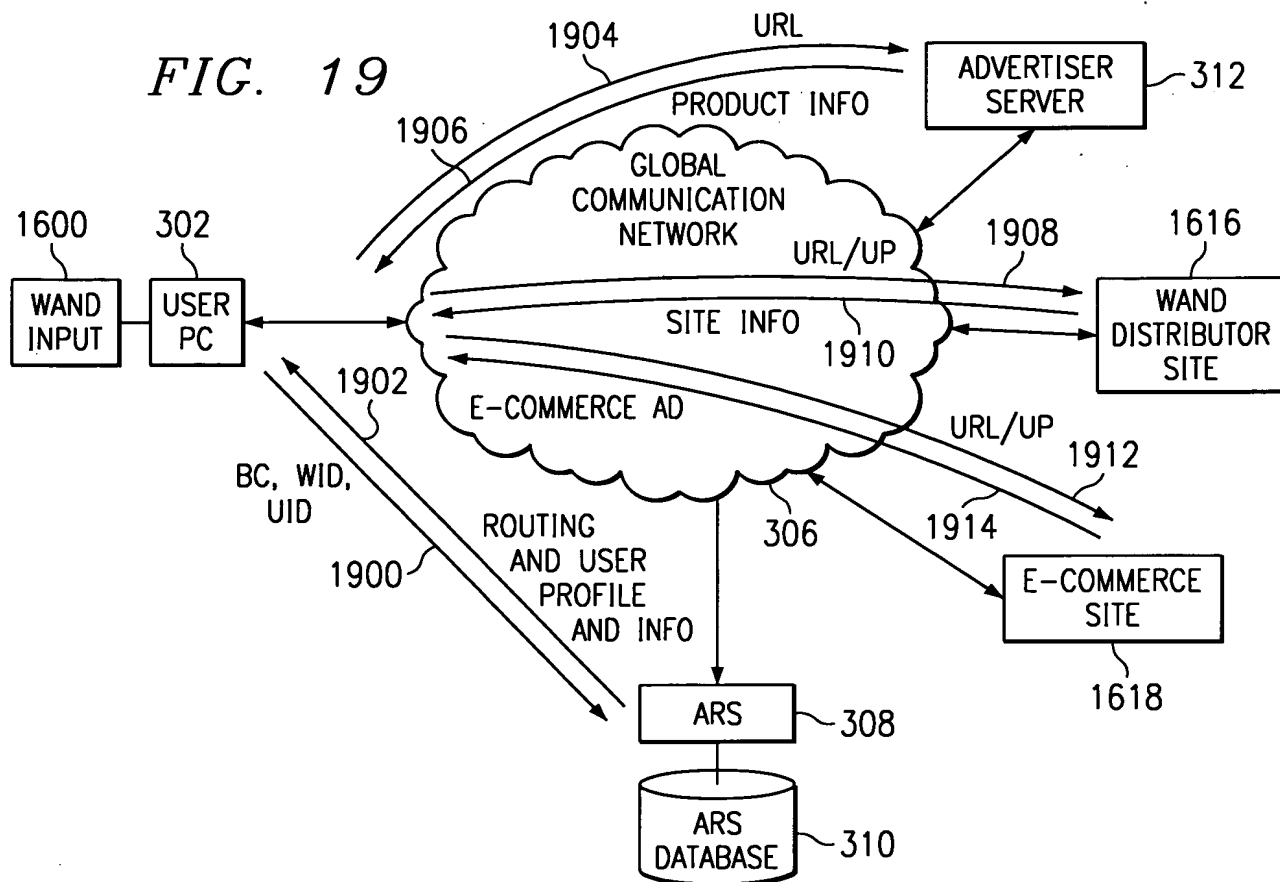


FIG. 18



| 2102    |       | 2104 |       | 2106    | 2108       |      | 2100 |
|---------|-------|------|-------|---------|------------|------|------|
| PRODUCT |       | WAND |       | USER    | E-COMMERCE |      |      |
| BC      | ROUTE | ID   | DISTR | PROFILE | BC         | INFO |      |
|         |       |      |       |         |            |      |      |

**FIG. 21**

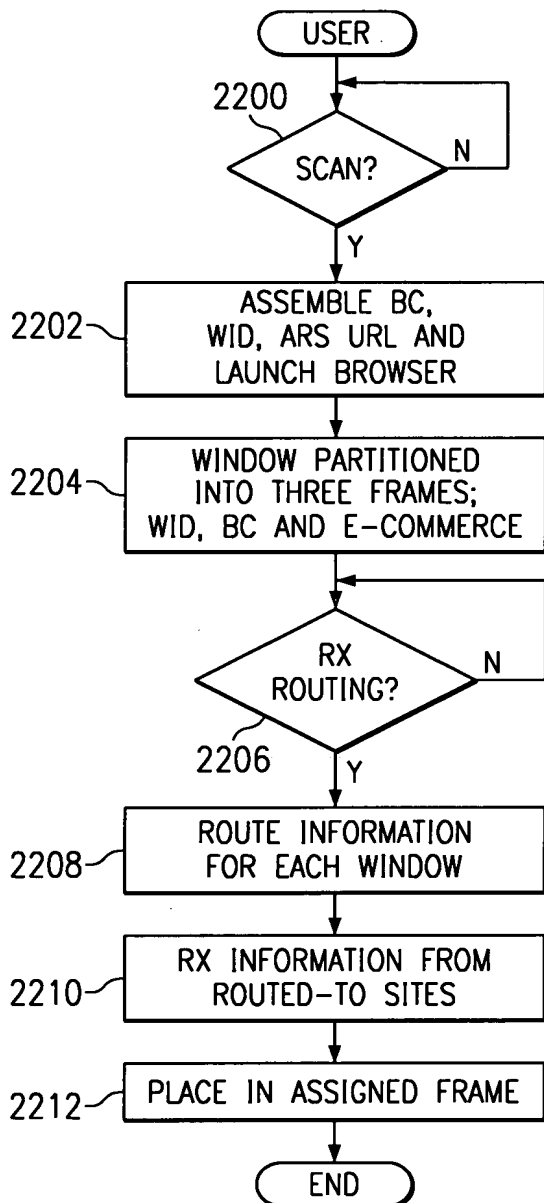


FIG. 22

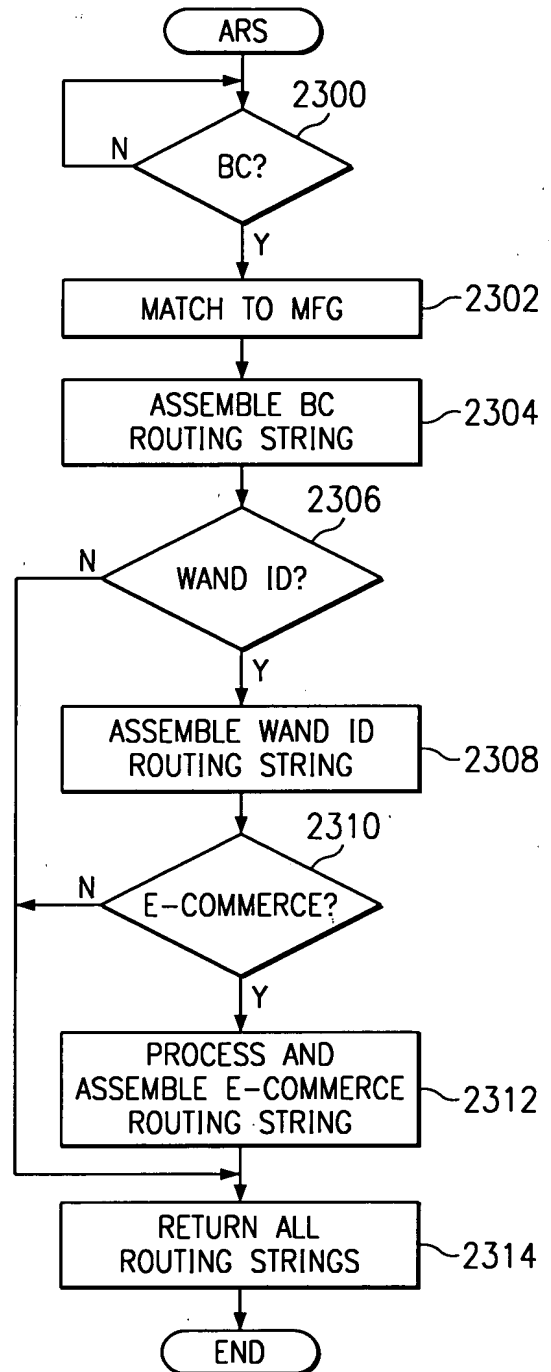
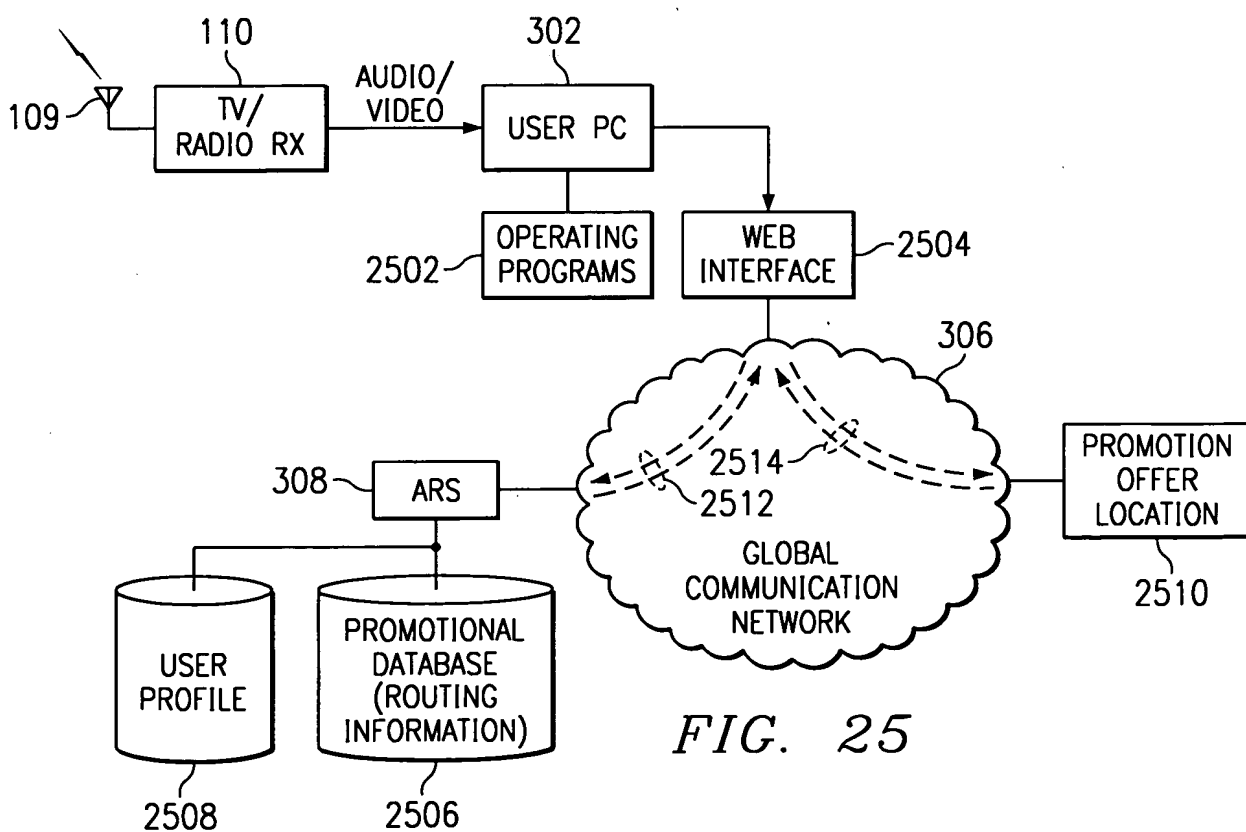
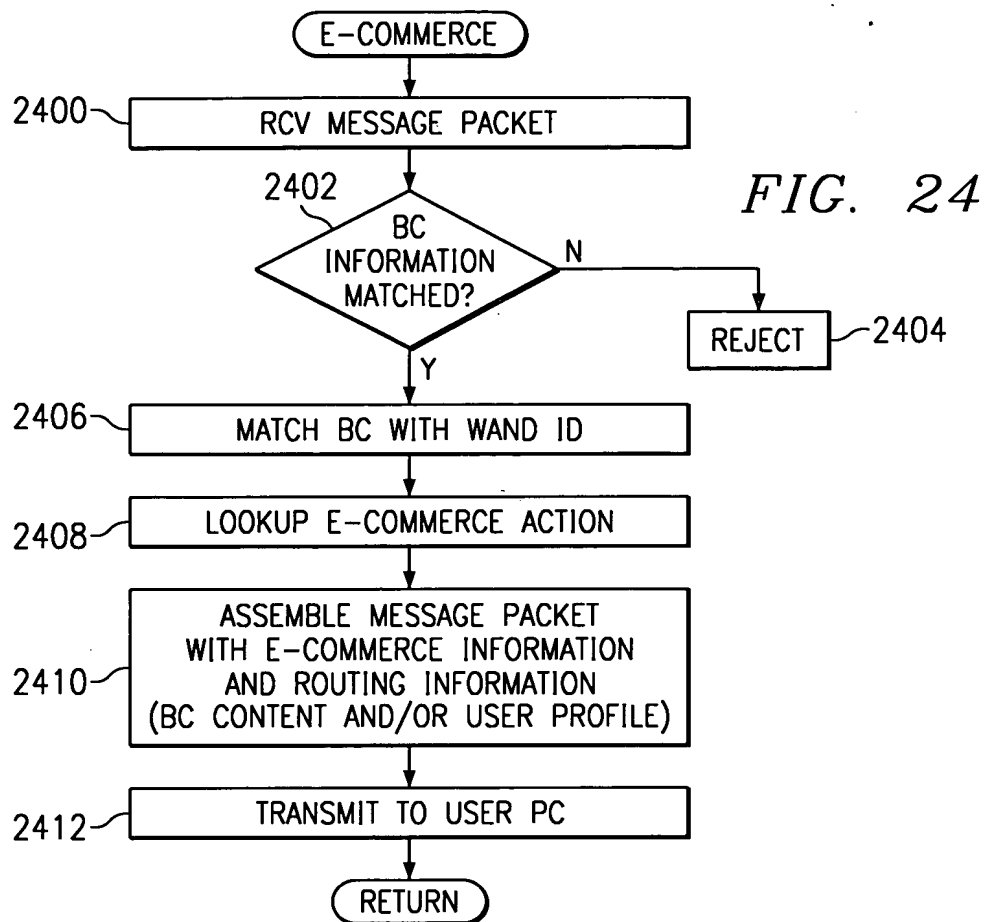


FIG. 23



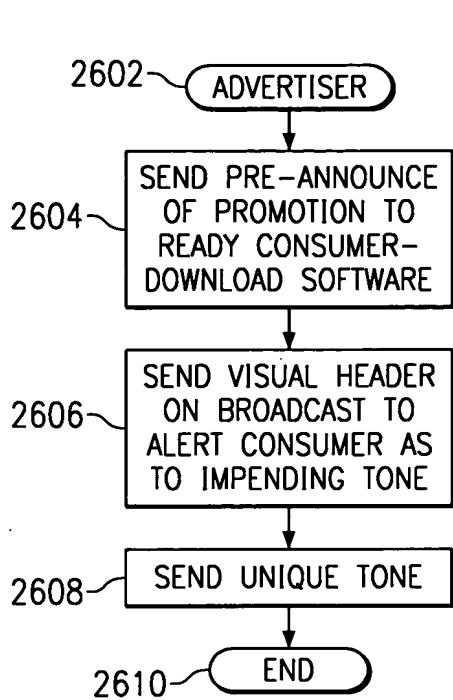


FIG. 26

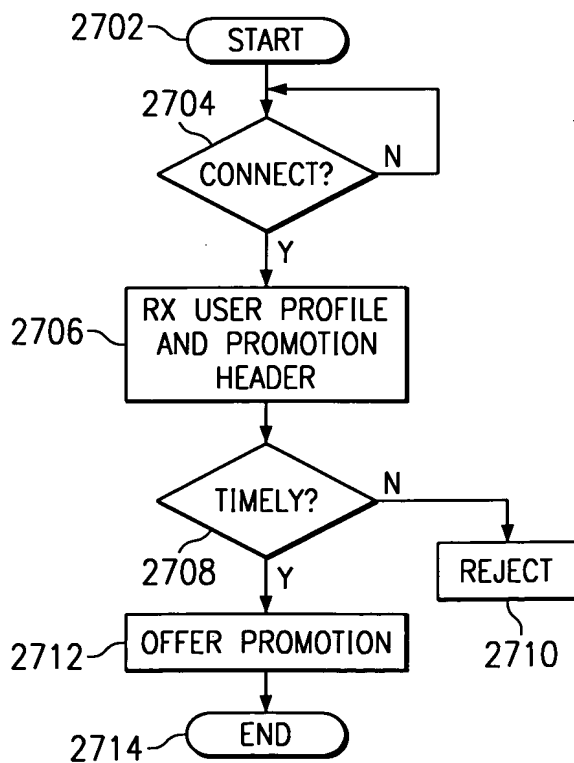


FIG. 27

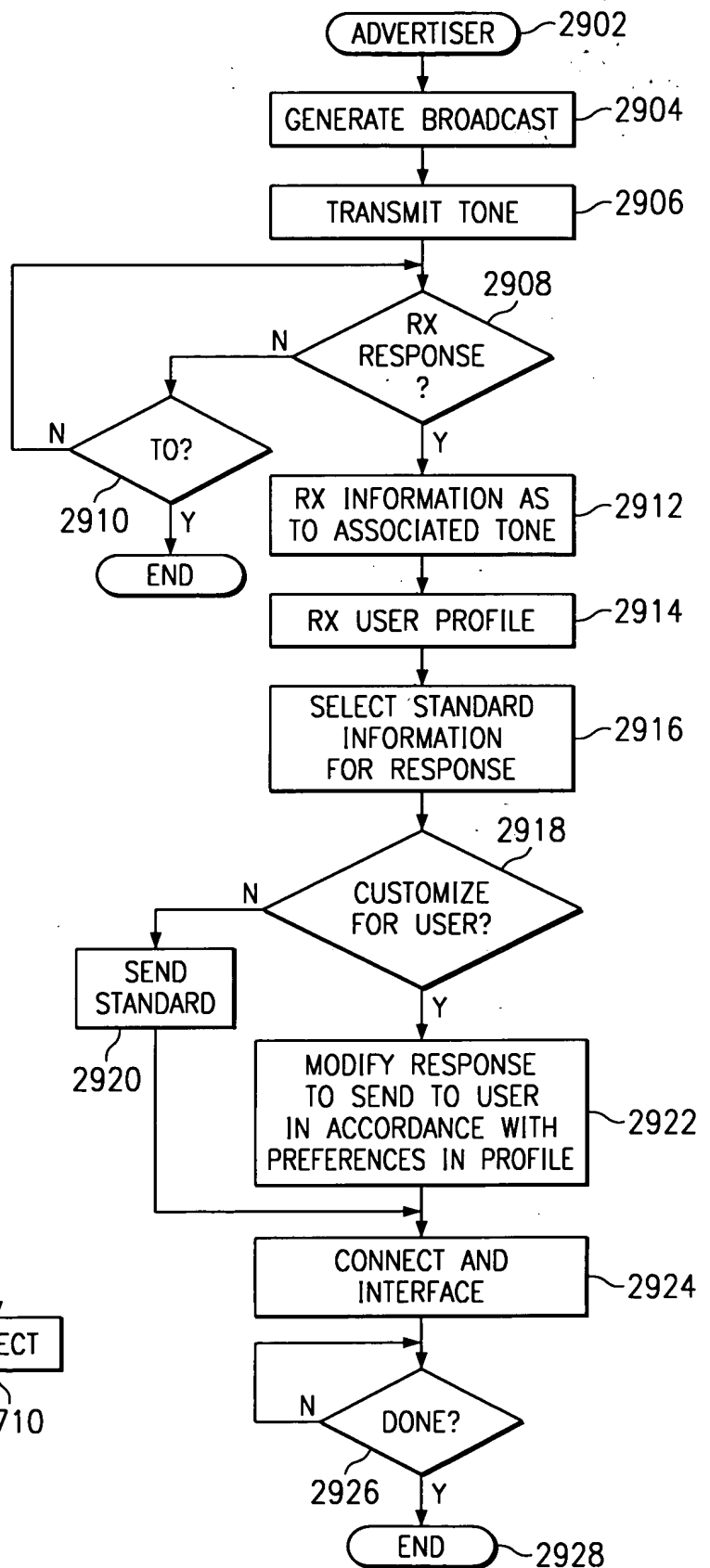


FIG. 29

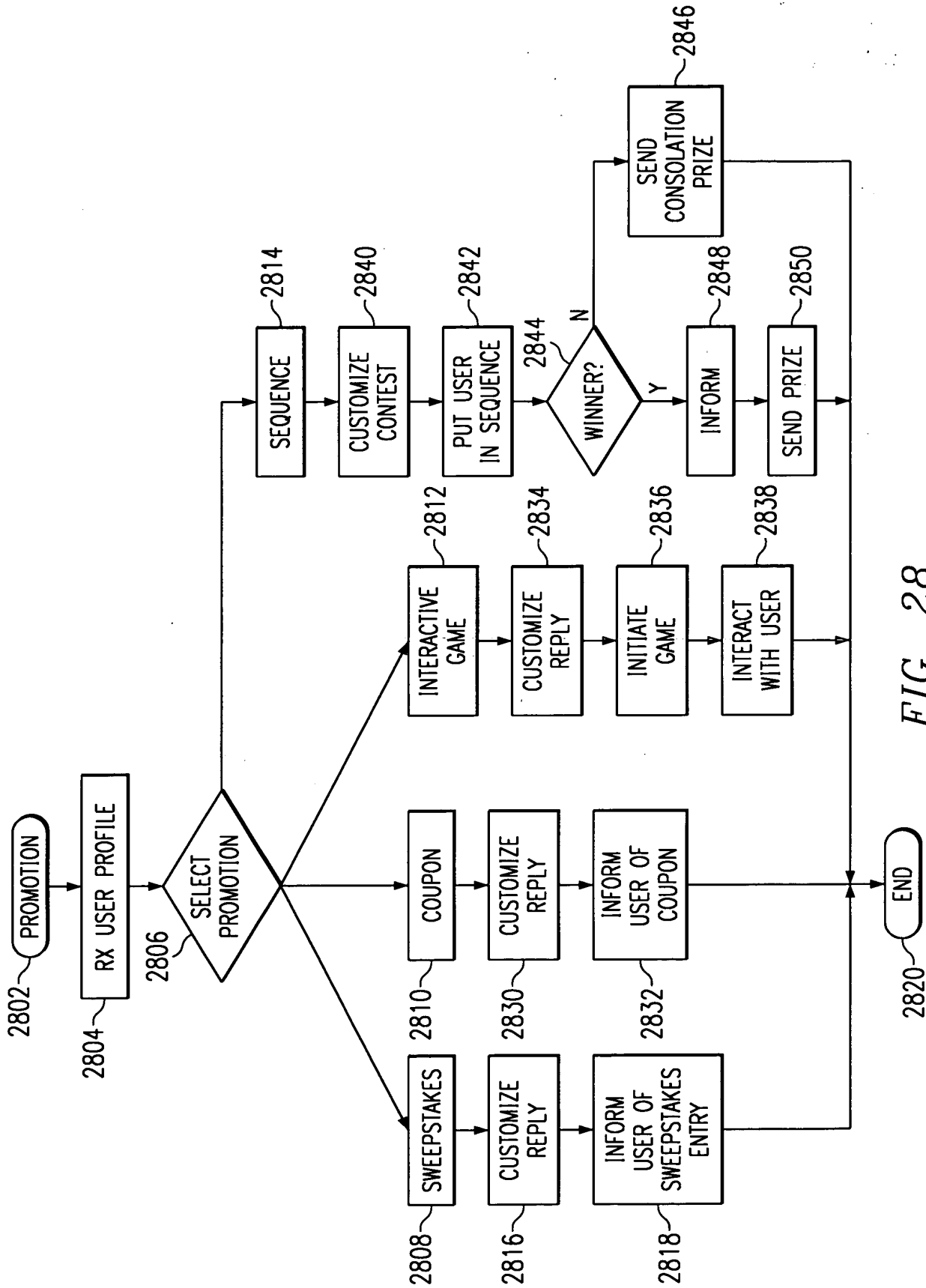


FIG. 28